

## **ABSTRACT**

[28] A reusable plastic fastener suitable for attaching objects to a thin substrate such as a sheet metal body or frame of an automobile is herein disclosed. The fastener has an elongated shank having two flexible curved flanges secured thereto. The flanges are secured at a leading edge to a central portion of the shank and curve away therefrom to terminate in a trailing edge that is unsupported between a distal end and a base of the central portion of the shank. The fastener has a head that is secured to a central portion of the shank. A top edge of each of the flanges is secured to the head of the fastener by a tab. The exterior of the flexible flanges extends outwardly away from the central portion of the shank beginning at the distal end of the central portion that is angled back in toward the central portion of the shank near the base of the central portion so as to form a shoulder between the flexible flanges and the head of the fastener. The central portion of the shank has a cored-out section which increases the flexibility of the shank and subsequently reduces the magnitude of the insertion force required to seat the fastener 10 within a bore formed in a substrate.